

**TvSCAN**

Anne Braunschudel - 10/5/12 12:12 PM

**Broadcast Order/Confirmation**

Washington DC (HAGRSTWN) - MAYNOV Nielsen

**Qualitative Criteria: Release 1 2012 Mar11-Feb12 SCARBOROUGH (Rev.1)**

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer Anne Braunschudel  
Client Restore Our Future, Inc.

Order Number 1,465  
Campaign EST 1465  
Flight Flight 1 10/23/12-10/29/12

Station WJLA  
Address

*Barbara*

Agency Mentzer Media  
Address

**WJLA-ABC**

QAJ P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG
<b>GOOD-WASH 600A</b> Tu-Fr 6:00a- 7:00a	\$1,000	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	1
<b>GD MRN AMR-ABC</b> Tu-Fr 7:00a- 9:00a	\$1,800	Oct23-Oct26	:30	6	--	2	1	1	2	--	--	2
<b>KATIE</b> Tu-Fr 4:00p- 5:00p	\$1,800	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	1
<b>ABC7 NWS AT 5</b> Tu-Fr 5:00p- 6:00p	\$1,900	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	2
<b>ABC7 NWS AT 6</b> Tu-Fr 6:00p- 6:30p	\$2,800	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	3
<b>WORLD NEWS ADJ.</b> Tu-Fr 6:27p- 6:30p	\$4,400	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	3*
<b>WHEEL-FORTNE</b> Tu-Fr 7:00p- 7:30p	\$7,000	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	4
<b>JEOPARDY</b> Tu-Fr 7:30p- 8:00p	\$6,000	Oct23-Oct26	:30	8	--	2	2	2	2	--	--	5
<b>ABC-NITELINE</b> Tu-Fr 11:35p-12:00a	\$3,000	Oct23-Oct26	:30	6	--	1	2	1	2	--	--	2
<b>LATE NEWS</b> Tu-Su 11:00p-11:35p	\$4,000	Oct23-Oct28	:30	6	--	1	1	1	1	1	1	3
<b>GD WKND SAT</b> Sat 7:00a- 8:00a	\$900	Oct27-Oct27	:30	1	--	--	--	--	--	1	--	1

\* - Denotes estimated item(s).

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**TAPSCAN**  
Software Suite

## TvSCAN

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Washington DC (HAGRSTWN) - MAYNOV Nielsen

## WJLA-ABC

QAJ P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG
GD MRN-SUN-ABC Sun 8:00a- 9:00a	\$900	Oct28-Oct28	:30	1	--	--	--	--	--	--	1	1
GOOD-WASH 600A Mon 6:00a- 7:00a	\$1,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	1
GD MRN AMR-ABC Mon 7:00a- 9:00a	\$1,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	2
KATIE Mon 4:00p- 5:00p	\$1,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	1
ABC7 NWS AT 5 Mon 6:00p- 6:00p	\$1,900	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	2
ABC7 NWS AT 6 Mon 6:00p- 6:30p	\$2,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3
WORLD NEWS ADJ. Mon 6:27p- 6:30p	\$4,400	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3*
ADJACENCY Mon 6:57p- 7:00p	\$6,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3*
WHEEL-FORTNE Mon 7:00p- 7:30p	\$7,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	4
JEOPARDY Mon 7:30p- 8:00p	\$6,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	5
ABC-NITELINE Mon 11:35p-12:00a	\$3,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	2
LATE NEWS Mon 11:00p-11:35p	\$4,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3
DWTS Mon 8:00p-10:00p	\$18,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	7

WJLA Totals	\$284,900	67	Reach / Frequency	190 45.3	4.2
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Monthly	Oct 2012	Nov 2012
Gross Cost	\$194,200.00	\$90,700.00

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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TAPSCAN  
Software Solution



WJLA Washington  
**MAKEGOOD NOTICE**

**TO:** Anne Braunscheidel  
**FROM:** Barbara Monares  
**DATE:** 10/9

**CLIENT:** ROF Est 1465

*I apologize for the inconvenience.*

**Pre-Empt:**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
23-Oct	7p-730p	Wheel of Fortune (not running)	1	:30	\$7,000	\$7,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
						\$0
<b>TOTAL</b>			<b>1</b>			<b>\$7,000</b>

**Makegoods**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
23-Oct	7p-730p	ABC News Special Battleground VA	1	:30	\$5,000	\$5,000
27-Oct	12p-1p	ABC7 Noon News	2	:30	\$1,000	\$2,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
<b>TOTAL</b>			<b>3</b>			<b>\$7,000</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**